THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

15th Annual Report

• APRIL 1, 1987 - MARCH 31, 1988 •

ACCESS NETWORK

89-04951/

WON BY THE CORPORATION 1987-88

AMTEC Media Festival, June 1987
ENGLISH FOR LIFE AND WORK—CONTINUING EDUCATION:
"Choosing the Right Course"
Award of Merit

HOMEWORK HOTLINE II
Award of Merit

Children's Broadcast Institute Awards, Spring/Summer 1987
HOMEWORK HOTLINE II
Special Award of Merit

HARRIET'S MAGIC HATS:
"The Weather Forecaster"
Honourable Mention

Yorkton Film Festival, May 1987
TYPE IT UP!
Golden Sheaf Award - Best Instructional/Educational

ACCESS NETWORK is the trade name of The Alberta Educational Communications Corporation. The Corporation was established by provincial statute assented to May 10, 1973, and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production, and distribution of educational programs and materials can take place. ACCESS NETWORK is funded by a provincial government grant and self-generated revenues.

ACCESS NETWORK
16930 - 114 Avenue
Edmonton, Alberta
T5M 3S2
(403) 451-7272
1-800-252-9363
Telex 037 3948
Fax (403) 452-7233

ACCESS NETWORK
295 Midpark Way S.E.
Calgary, Alberta
T2X 2A8
(403) 256-1100
Telex 038 24867
Fax (403) 256-6837

CKUA AM•FM
4th floor
10526 Jasper Avenue
Edmonton, Alberta
T5J 1Z7
(403) 428-7595
Telex 037 3992
Fax (403) 428-7628

CONTENTS

The Alberta Educational Communications Corporation
FIFTEENTH ANNUAL REPORT
April 1, 1987 - March 31, 1988

Letter of Transmittal 1

Board of Directors 2

President's Message 3

Corporate Administration 4

Planning, Marketing and Program Research
Revenue Development
Corporate Affairs and Legal Services

Educational Technology and Administration Division 6

Educational Technology
- Formal Learning—Children/Youth
- Formal Learning—Adult
- Educational Technology Centre
- Media Resource/Dub Centre

Administration
- Financial Services
- Information Systems
- Personnel Services

Television Division 11

Informal Learning/Television
- Acquisitions and Scheduling
- Broadcast Promotions

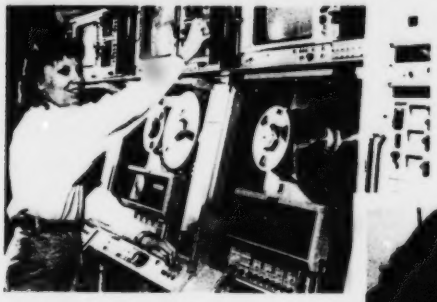
Calgary Production
Edmonton Operations
Technical Services
Communications
Copyright
Creative Services
Publications

Radio Division 18

Private Sector Shares 20

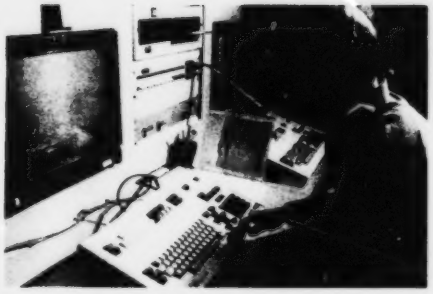
Financial Statements 21

Organizational Chart 28



Pat Moore, VTR Operator

Thu Ha Thi Nguyen, Research Assistant
Lucia Hager, Assistant to Director,
Planning, Marketing and Program Research



John Domier, Creative Services Co-ordinator

Alf Franke, Technical Producer

Debbie Flanagan, Educational Technology Assistant

Lin Yaremchuk, Account Executive

ACCESS NETWORK

LETTER OF TRANSMITTAL

June 24, 1988

Hon. Leslie G. Young
Minister - Technology, Research and
Telecommunications
404 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Young:

Further to the requirements of the Alberta Educational Communications Corporation Act, RSA 1980 Chapter A-18, Sec 12(2) as amended by the Alberta Educational Communications Amendment Act, 1981, Chapter 1, which states:

> "The report under subsection (1) shall be laid before the Legislative Assembly, if it is then sitting, and if it is not then sitting, within 15 days after the commencement of the next ensuing sitting."

It is a pleasure to provide the report for your review and for filing before the Legislative Assembly.

Yours truly,

Jim Woronuik
Chairman, Board of Directors

Peter L. Senchuk
President and Chief Executive Officer

BOARD OF DIRECTORS

Clem Collins,
Vice-Chairman,
Grande Prairie

Jim Woronuik,
Chairman,
Edmonton

Lucille Schmidt,
Edmonton

Glen Buick,
Edmonton

Bill Hunchak,
Wetaskiwin

Katherine Richmond,
Calgary

Ken Murricane,
Edmonton

Mary Stephenson,
Grande Cache

Des Berghofer,
Edmonton

John McKay,
Calgary

Janet L. Ramsey-Brown,
Stavely

Don Bahnuik,
Edmonton

(absent)

Adrien Bussiere,
Edmonton

Harlan Hulleman,
Red Deer

John Keast,
Taber

Peter L. Senchuk,
President and Chief Executive Officer

Roberta M.. Gamble,
Secretary to the Board

PRESIDENT'S MESSAGE

Providing lifelong learning opportunities for Albertans via television, video and other media continued to be a priority for ACCESS NETWORK in 1987/88.

The demand for ACCESS NETWORK learning materials for adults remained a high priority this past year. To meet this need, the Corporation worked co-operatively with 26 post-secondary institutions and 85 further education councils in the province. In the children/youth sector, emphasis was placed on resources to support teacher in-service, second language instruction and special educational services. New initiatives included provincial co-acquisition of video materials with the urban and regional film centres and Alberta Education.

ACCESS NETWORK's educational, cultural and informational programming also continued to respond to the informal learning needs of Albertans. Included were interactive programs such as the award-winning *HOMEWORK HOTLINE* (a co-production with the Alberta Teachers' Association), *BABY'S BEST CHANCE* and *EMERGENCY MEDICAL UPDATE*. Public health and safety were emphasized with programs such as *SMOKING AGAINST YOUR WILL*. Interactive videodisc productions were undertaken by the Educational Technology Centre, and a number of projects were completed.

The acquisition of high-quality television programming for children/youth and adults at home has been an ongoing endeavor for ACCESS NETWORK, and 1987/88 was no exception. A wide range of high-calibre programming in the areas of the arts, drama, documentaries, how-to and science, technology and the natural world were acquired and scheduled during this reporting period.

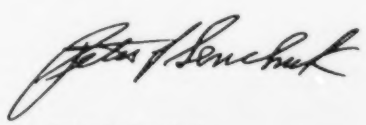
A highlight of the year for ACCESS NETWORK was the 60th Anniversary of CKUA radio. Numerous programs and special events were undertaken to celebrate this milestone. Membership contributions helped add new programs to the 60th year anniversary schedule on CKUA. A new transmitter was added to extend our unique AM/FM service to the Banff/Canmore region.

ACCESS NETWORK created a new Night Owl Dubbing Service to meet the demand for a cost-effective method of delivering educational video programs to educators province-wide. The Night Owl Service broadcasts programs during the early morning hours following the regular television schedule. Programs selected for Night Owl are those that are most often requested from ACCESS NETWORK's Media Resource/Dub Centre. Educators are free to record these programs for classroom instruction or in-service training.

It was a year of expansion for Revenue Development in the areas of corporate underwriting and public membership. For the first time, ACCESS NETWORK appealed to Albertans for financial support for programming. The response from our television and radio membership campaigns was positive, resulting in 4,000 Albertans becoming ACCESS NETWORK Members.

The entire staff of ACCESS NETWORK responded very positively during a year of operating with reduced finances. Staff members are to be congratulated on their untiring efforts to produce, market, distribute, exhibit and acquire high-quality television and radio programming for Albertans.

My sincere appreciation goes to our committed staff and Board of Directors for their outstanding support in the past fiscal year.



Peter L. Senchuk
President and Chief Executive Officer

PLANNING, MARKETING AND PROGRAM RESEARCH

■ Michael Plumb, Director, Planning, Marketing and Program Research, Stanley Varnhagen, Research Consultant, and Brian Fisher, Senior Research Consultant, prepare test tapes for the CKUA Listener's Study.

Planning, Marketing and Program Research has a twofold function. As well as assisting in the corporate planning area, the department provides research-based guidance regarding the development, production, distribution and utilization of ACCESS NETWORK programs and services.

During the reporting year, audience and broadcast schedule studies were conducted to build ACCESS NETWORK's radio and television audiences. Examples include the Revised Television Concept Schedule proposal, an Alberta Radio Audience Study, a CKUA Listeners Study and a CKUA Donors Study.

Advertising and promotions research was undertaken to improve the effectiveness of ACCESS NETWORK's on-air and print promotions. This included an On-Air Image Study.

Various other studies were conducted to facilitate decision-making by internal committees that takes into account audience/user and market factors. Our Acquisitions Programming Study is one example.

Marketing studies were conducted to identify the content and production treatment features required to meet the needs of external markets, audience profiles for Corporate Underwriting activities and membership campaign strategies. These included the Televison On-Air Membership Campaign Study and the Radio On-Air Membership Campaign Study.

Significant emphasis was placed on formative research studies to provide information required by producers for programming content and production treatment decisions. *DISCOVERY DIGEST, HOMEWORK HOTLINE, JUNIOR HIGH SCHOOL ETHICS* and *ENERGY EFFICIENT HOUSING* were some of the programs supported by our research.

REVENUE DEVELOPMENT

Revenue Development undertook major initiatives in the areas of Membership, Corporate Underwriting and Program Sales to secure additional sources of revenue to enhance programming on the radio and television services. The Membership area

established a solid base during its first full year of operation. The radio service attracted 1,805 new members, while the television service acquired 2,759 members—for a grand total of 4,564 ACCESS NETWORK members during this period. Members responded to one on-air television and two on-air radio campaigns as well as direct mail and advertising appeals. Revenue raised totalled $183,600.

Corporate Underwriting focused on underwriting and sponsorships to deliver $45,145 in radio revenue and $178,065 in television revenue. The success of the sponsorship of the Calgary Olympics provided a model for ACCESS NETWORK to follow in approaching major corporations with the benefits of associating with educational television. Highlights include The Alberta Motor Association's underwriting of *MOTORWEEK*, and Travel Alberta's commitment to *NETWORK WEEK*.

■ Rita Seidel, Program Sales Assistant, and Sandra McManus, Co-ordinator Membership, review membership data.

Activities in Program Sales focused on increased attendance at sales events, customer follow-up and direct-mail campaigns. Highlights include a major sale of *JOURNEYWORKERS* to the Government of Ontario, and ongoing sales to public broadcasting stations in the United States. Canadian provincial Departments of Education continued to request previews and purchase curriculum-related productions.

The total revenue for the year was $583,400, representing a 32 per cent increase over the previous year. This growth is attributable to the increased efforts directed at identifying markets and providing quality customer service.

CORPORATE AFFAIRS AND LEGAL SERVICES

Corporate Affairs and Legal Services provides a wide range of legal services to ACCESS NETWORK. The department reviews and drafts all types of agreements used in support of the Corporation's activities, including those for program production and licensing, employment, copyright and transmitter/premises leases. It also retains and briefs external legal counsel as required, regarding specialized legal requirements.

Corporate Affairs and Legal Services co-ordinates all matters involving the Canadian Radio-television and Telecommunications Commission (CRTC) in respect of broadcast licensing requirements and policy. During the reporting year, the department was involved in ongoing liaison with the CRTC regarding regulatory matters, and in particular, co-ordinated the preparation of ACCESS NETWORK's application to renew our television network license.

The role of monitoring all federal and provincial legislation and Government Bills that impact on the Corporation falls under the jurisdiction of this department. Corporate Affairs and Legal Services provided advice and co-ordinated the Corporation's position regarding the proposed new federal Broadcasting Act and amendments to the federal Copyright Act.

The department also provided liaison with other provincial educational broadcasters regarding items of mutual interest through our membership in the Association for Tele-Education in Canada (ATEC).

FORMAL LEARNING—CHILDREN/YOUTH

Acquisition and production activities for the Formal Learning—Children/Youth Unit are largely directed to addressing the priority needs identified by Alberta Education. Recently, priority has been placed by the Department on resources to support teacher in-service training, second language instruction and special education services.

Acquired and produced television broadcasts for youthful audiences include:

- *BEST OF COVER TO COVER*
- *BREAD AND BUTTERFLIES*
- *ALL ABOUT YOU*
- *THE BOOK BIRD*
- *DIMENSIONS IN SCIENCE*
- *MATH WISE*
- *PARLEZ-MOI*
- *READALONG*
- *THINKABOUT*

During the reporting period, in-service materials, including the *CAREER AND LIFE MANAGEMENT TEACHER RESOURCE* and *INTEGRATED OCCUPATIONAL PROGRAMMING* were completed. For the first time, the unit also provided teacher in-service training via live broadcast with a studio wraparound. The following teacher in-services were initiated:

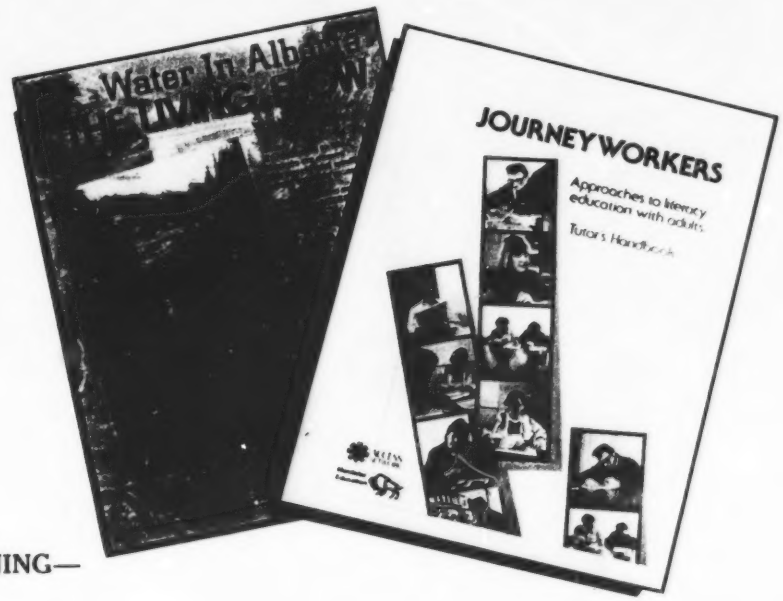
- *SOCIAL STUDIES IN-SERVICE*
- *JUNIOR HIGH ETHICS*
- *JUNIOR HIGH MUSIC*
- *NATIVE AWARENESS*
- *SERVING THE GIFTED AND TALENTED*
- *TOWARDS DIVERSITY IN COMMUNICATION*

The unit completed media materials of interest to parents, such as *PARTNERS IN EDUCATION*, student resource media materials, such as *GRAPHING MATHEMATICAL CONCEPTS* and *ENCOUNTERS*, and initiated *SHORT STORIES*. A second-language version of a previously produced series, *SHADOW PUPPETS (UKRAINIAN)*, was initiated. Production of second language instructional media materials was initiated and included: *FRENCH LANGUAGE ARTS, TOUT CE QUE JE PEUX ETRE, UKRAINIAN MUSIC*, and *UKRAINIAN CLASSICAL LITERATURE*. Also initiated were the following special education resources: *SERVING THE GIFTED AND TALENTED* and *CAREER DEVELOPMENT FOR SPECIAL NEEDS*.

■ Chuck Shobe, Director, Formal Learning.

A major achievement during this reporting period was the completion of the first provincial co-acquistion of video materials in co-operation with 12 urban and regional film/video centers and Alberta Education. Provincial Educational duplication rights for a total of 34 programs were co-acquired, resulting in very substantial savings to the participants in the project. Some examples of materials co-acquired are: *CHINA: SICHUAN PROVINCE, SOVIET UNION: NATIONS OF THE WORLD, A DAY IN THE LIFE OF CANADA, CHILDREN OF JAPAN*, and *U.S. REGIONS: CONTRAST OF LAND AND PEOPLE*.

The unit received the "Award of Excellence" at AMTEC (Association for Media and Technology in Education in Canada) for Program One of *BREAKING THE UNSEEN BARRIER*, which was a joint production with the Formal Learning—Adult Unit.



FORMAL LEARNING—ADULT

The Formal Learning—Adult Unit continued to pursue lifelong education opportunities for its adult audience, with the support of Alberta's 26 post-secondary institutions and 85 further education councils. An Educational Communications Advisory Committee, composed of representatives from Alberta's universities, colleges, institutes of technology, vocational centers and further education councils, Alberta Advanced Education and ACCESS NETWORK, met regularly to determine priorities for adult education.

The demand for acquired and produced radio and television courses, broadcast on behalf of post-secondary institutions, remained a high priority. Production continued on such courses as *THEATRE OF THE AIR, BREAKING THE UNSEEN BARRIER* and *MARKETING.*

The Formal Learning—Adult Unit maintained success in securing co-production funding from a wide variety of sources. During this reporting period, five co-productions were completed. These included:

- *SEDIMENTARY PROCESSES AND BASIN ANALYSIS* (Open University/British Broadcasting Corporation);
- *NOT FOR PROFIT: NOT FOR NOTHING* (Knowledge Network);
- *JOURNEYWORKERS* (Manitoba Department of Education);
- *YOU AND THE LAW* (Alberta Law Foundation); and
- *WATER IN ALBERTA: THE LIVING FLOW* (Alberta Envrionment).

Production activities were initiated, or continued on additional co-productions during this period. These included:

- *VOLUNTARY SECTOR LEADERSHIP* (Department of Secretary of State);
- *MARKETING* (Northern Alberta Institute of Technology);
- *BREAKING THE UNSEEN BARRIER* (University of British Columbia);
- *WATER RESOURCE MANAGEMENT* mini-series (Department of Secretary of State); and
- *THE HARMONY PUZZLE* (Alberta Environment).

The Formal Learning—Adult Unit also acquired and produced many programs which specifically addressed needs in the area of adult basic education. *YOUR HEALTH* and *YOU AND THE LAW* are two such programs.

EDUCATIONAL TECHNOLOGY CENTRE

■ Lyle Emmott, Associate Director, Educational Technology Centre, demonstrates the Kananaskis Information System.

The Educational Technology Centre in Calgary provides ACCESS NETWORK with the capability for developing interactive educational and informational systems, primarily through the production of interactive videodiscs. Through the Centre's efforts, the Corporation continues to be a leader in the development of interactive videodisc systems.

A number of interactive projects were implemented during this reporting period: Surveying Technology, a videodisc system, trains students on how to use a rod and level; Alberta Tourism Geography, a system to train travel counsellors on the Alberta Tourism Geography, began in January, 1988. In addition, the Educational Technology Centre initiated a videodisc production, *FOREST FIRE CONTROL*, in co-operation with the Forest Technology School in Hinton, to train forest fire control officers to perform assessments and make initial attack on wildfires.

The success of the computer-information system installed at Peter Lougheed Provincial Park in July, 1987, led to the completion of a second system, *ECO-INSIGHTS*, to be used for interpretive information on ecology of the Kananaskis region. This second system was installed in the spring of 1988.

The Educational Technology Centre continues to supply ACCESS NETWORK staff and external clients with information on educational technology through a quarterly newsletter.

MEDIA RESOURCE/ DUB CENTRE

The Media Resource/Dub Centre in Calgary operates on a province-wide basis, providing duplication and distribution services to educators and educational institutions. The materials available for distribution comprise some 3500 video programs, 1200 audio programs and 200 Apple computer programs. This service is available to educators in Alberta on a cost-recovery basis.

During the reporting year, the Dub Centre provided 21,723 individual video program dubs ranging from pre-school to adult education, including teacher in-service. Language Arts and Mathematics were the most popular of the 9,702 Apple computer programs distributed. The Centre also provided 4,961 teacher guides from a selection of over 270 titles on a variety of subjects. Schools purchased 27,155 video and audio tapes through the Dub Centre.

The Media Resource/Dub Centre provided over 720 hours of programs for distribution via the Night Owl off-air dubbing service. Night Owl is a free dubbing service which enables educators to record ACCESS NETWORK video programming for classroom use and teacher in-service.

■ Pat Muth, Payroll Supervisor.

FINANCIAL SERVICES

Financial Services is responsible for establishing and operating the financial reporting systems within ACCESS NETWORK. These systems include accounts payable, accounts receivable, payroll, fixed asset control and budget control. Timely and accurate information produced by these systems is essential to the planning and management of the total Corporation.

ACCESS NETWORK's main source of revenue is its grant from the provincial government. In 1987/88, the grant was $15,113,000—a decrease of 7.4 per cent from the previous year's grant of $16,319,000. The total grant was allocated to operating expenses ($14,613,000) and capital purchases ($500,000).

The Corporation raised additional operating revenue of $1,566,195 during the year in a variety of ways, including sales of programs and dubbing services, co-productions, corporate underwriting, interest on investments and, for the first time this year, membership contributions.

The audited Financial Statements for the fiscal year ended March 31, 1988 are presented together with the Schedule of Private Sector Shares, on pages 20 to 27.

■ Mike Tremblay, Dubbing Centre Operator, completes a video dub for distribution via the Night Owl off-air dubbing service.

INFORMATION SYSTEMS

The purpose of Information Services is to provide integrated computerized information systems to support the operations, management, analysis and decision making functions of the Corporation. With a staff of four, the department currently supports over 100 users within the Corporation, of either the IBM/38 or personal computers running a variety of application software.

During the reporting period, the Corporation installed an IBM System/38 mid-range computer and successfully converted the financial systems from the IBM 4331 mainframe computer. The 4331 was retained in order to meet the statistical application requirements of the Planning, Marketing and Program Research Department. When that department acquired a Sun computer system during the reporting year, Information Systems was able to dispose of the 4331 mainframe and reduce operating expenditures.

Office automation, through the installation of microcomputers, interconnected in a Local Area Network (LAN), has been underway for a number of years. During the reporting period, the department implemented Office/38—Personal Services/38—a host-based office automation software package featuring electronic mail and filing, calendar management, directory management, distibution lists and word processing.

Money Machine, a fund-raising system, was implemented to support the fund-raising activities of the Revenue Development Department.

Information Systems also implemented a personnel system for the Human Resources Department. This automated personnel system maintains information in the areas of position control, manpower planning, vacation, sick leave, payroll changes, performance appraisals, training and development, personal data, applicant tracking, benefits administration and report generation.

Four system software utility packages were implemented during the reporting period. Each of these systems is designed to enhance system performance, functionality and productivity. They include a system documentation aid, a tape library management system, an automated job scheduling package and an automated performance monitoring and tuning system.

■ Leigh Hufty, Manager, Information Services, and Dave Smith, Operator Programmer, discuss the IBM System/38.

PERSONNEL SERVICES

ACCESS NETWORK recognizes the contribution of its team of valuable employees in the delivery of high-quality programs and services to Albertans. The role of Personnel Services is to develop and administer a broad range of programs and services that contribute to the development of the organization and its employees.

Several key initiatives were undertaken during the reporting year. An enhanced Performance Appraisal and Compensation Program for management and professional staff was introduced. This program is based on the merit-pay principle supporting the Corporation's emphasis on productivity. Implementation included training in the planning, review and appraisal of employee performance.

Personnel Services developed the data base for a Human Resource Information System. The system allows more efficient retrieval of employee information and facilitates the transfer of required information for payroll and benefits administration purposes.

A review of benefits coverage and service to employees brought about a change to the insurance carrier for group benefits programs. Cost efficiency and enhanced service were the objectives of the change.

John Bird, Master Control Operator, monitoring the automated on-air broadcast system.

INFORMAL LEARNING/ TELEVISION

Informal Learning refers to non-curriculum related projects that respond to the educational, cultural and informational programming needs and interests of ACCESS NETWORK's audience. A major achievement of Informal Learning during the reporting period has been the significant increase in the quality and quantity of programming targeted at those interested in participating in lifelong learning opportunities.

The needs and interests of these Albertans are identified by corporate surveys. Programming proposals are also developed with the co-operation of government departments and other provincial organizations with educational objectives. In 1987/88, ACCESS NETWORK created and broadcast 85 interactive television programs specifically designed to offer informal instruction or lifelong learning opportunities.

One noteworthy ACCESS NETWORK production in this sector is the award-wining *HOMEWORK HOTLINE*. The program assists youth from 12 to 15 years of age to enhance their English, Math and Science studies through participation in an out-of-school, television/telephone tutoring series. (This series has been broadcast twice weekly during fall, winter and spring for three years.) The series has, in the past year, answered an average of 157 calls per program.

Other examples of interactive programming are *EMERGENCY MEDICAL UPDATE* and *BABY'S BEST CHANCE*. The former is a learning system by which Alberta's Emergency Medical Technicians (EMT) can qualify for the continuing-education credits needed to maintain a valid Alberta EMT certification. The project, scheduled for continuance through 1989, is the result of co-operation with the Alberta Professions and Occupations Bureau. *BABY'S BEST CHANCE* is a distance-education, tele-learning project for parents-to-be. During broadcast in 1987-88, many expectant parents participated in this pre- and post-natal course. Further, this series linked parents-to-be with public health personnel and other medical resources for follow-up help.

Another example of self-directed learning in development is *HEALTH AND SAFETY FOR FRONT LINE SUPERVISORS*, which will assist those in charge of workers on industrial work sites.

During the reporting period, Informal Learning produced documentaries on personal and public health. *SMOKING AGAINST YOUR WILL*, an examination of the effects of side-stream smoke, was considered an excellent resource by many health-care professionals. Another, *CANCER PREVENTION: NOW FOR THE GOOD NEWS*, co-produced with the Alberta Cancer Board, informed Albertans about cancer-prevention strategies.

Technology and science have been identified by the Corporation's Planning, Marketing and Program Research Department as areas of public concern and need. To that end, the documentary genre is a major means by which to provide audiences with information and insight. *DISCOVERY DIGEST*, a studio-based series, is devoted to exploring current innovations in science and technology, focusing on provincial research in these fields. Due to the popularity of *DISCOVERY DIGEST* a fourth series is scheduled.

ACQUISITIONS AND SCHEDULING

The Acquisitions and Scheduling Department is responsible for obtaining the diverse programming requested by viewers. During the reporting period, approximately 1,000 programs/series from Canada and around the world were screened. Approximately 450 hours of informal television programming (adult/youth) were licensed. In addition, the department purchased duplication rights for approximately 200 hours of formal (adult/youth) programming. Over 25 hours of audio programs were acquired.

Canadian productions are an important source of supply; however, foreign sources are not ignored in the department's quest for programs to meet the needs of ACCESS NETWORK's audience.

■ Sandy Perkins, Manager, Acquisitions and Scheduling, and Charmaine Eccles, Scheduling Supervisor, screen video programming for the television broadcast schedule.

The acquisition of out-of-school material for children and youth has become a major component of the programming schedule. Content ranges from historical-adventure series to social-development programs to personal-development instruction. High-quality programming has been purchased from various sources.

Among the series acquired and scheduled during 1987/88 were: *PRIDE AND PREJUDICE*, *SWAN LAKE*, a new season of *THE ELEPHANT SHOW* and *DEGRASSI JUNIOR HIGH*, *THE STORY OF FASHION*, *GALAPAGOS*, *EARTH*, *MAN AND MUSIC* and *TUSITALA*.

BROADCAST PROMOTIONS

The Broadcast Promotions Department, during the reporting period, developed a comprehensive plan to promote the Corporation's television service. A primary aim was to deliver on-air announcements of upcoming programs in time slots that would specifically target certain viewing audiences. As part of the emphasis placed on improving the quality of on-air promotions, a consistent graphic style to provide continuity was introduced. In additon, the volume of promotional material produced and broadcast was increased. The department initiated regular promotion of the televison service on CKUA AM•FM and provided video promotional materials to interested cable companies for use on related televison preview channels.

A highlight of the year was winning a Silver Medallion Award from the Broadcast Promotion and Marketing Executives in Los Angeles for the ACCESS NETWORK "We Are The Difference" promotional campaign.

CALGARY PRODUCTION

The Calgary Production Department provides staff and facilities to support production and post-production activities associated with assigned formal and informal learning projects. In addition, the staff and resources of the department are made available to and support the activities of other departments throughout the Corporation.

During this reporting period, the department undertook the following video productions for Formal Learning—Adult:

- *FOCUS ON ADULT LEARNERS* 7 x 15 min. 1 x 30 min.

■ Diane Campbell, VTR Editor, Bill LeTouzel, Producer/Director, and Margaret Hildebrand, Associate Director, Formal Learning, Calgary Production.

- *ADULT BASIC EDUCATION LAW SUPPLEMENT* 10 x 15 min.
- *ADULT BASIC EDUCATION HEALTH SUPPLEMENT* 2 x 15 min.
- *EDUCATIONAL TELEVISION IN THE MAKING* 1 x 15 min.

Production continued on the ongoing project *BREAKING THE UNSEEN BARRIER* 8 x 30 min.

Completed video projects for Formal Learning—Youth included:

- *DRAMA REFERENCE* 13 x 15 min.
- *MAGIC RING III* 13 x 30 min.
- *PARTNERS IN EDUCATION* 1 x 30 min.
- *CAPE, CORE & CASE* 1 x 15 min.

Production continued on the project *SERVING THE GIFTED AND TALENTED* 6 x 30 min.

Video production for Informal Learning was completed on the following projects:

- *LIFESTYLE CHOICES: YOUR HEALTH, BABY'S HEALTH* 1 x 30 min.
- *DINOSAURS, THE AGELESS QUARRY* 1 x 30 min.
- *GARDENING IN ALBERTA* (Pilot) 1 x 30 min.
- *INVESTIGATION OF SUDDEN DEATH (A Team Approach)—Update 1* x 30 min.

The Calgary Production Department accepted facilities assignment requests totalling over 400 hours of staff and equipment time during this reporting period. These involved providing assistance to: The University of Calgary, Girl Guides of Canada, Pincher Creek Film Society, Calgary General Hospital, Glenbow Museum, Foothills Hospital, Alberta Vocational Centre and The Friends of the Tyrrell Museum.

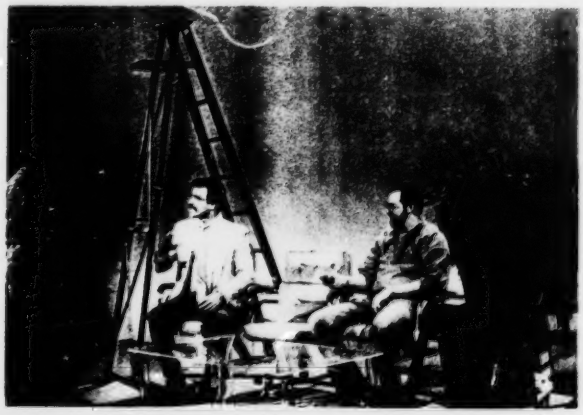
EDMONTON OPERATIONS

The Edmonton Operations Department provides a 16-hour broadcast delivery service to Albertans via the Anik C3 satellite and cable networks. In addition, it provides support services to directors and producers, translating their ideas into completed programs ready for delivery. Expediency and efficiency are necessary to meet increasing demands on facilities and time schedules in the areas of Production (Studio and Mobile), Electronic Field Production (E.F.P.) and Post Production (On-Line and Off-Line).

During the reporting period, equipment was further up-graded to ensure reliable and efficient service by the Operations Department. Production and post production facilities have acquired a digital effects unit and video switching unit, and renovations have been made to the Production Control Room.

The digital effects unit enables video to be electronically manipulated and transformed into a variety of configurations. The video switching unit provides greater flexibility by allowing multiple video sources to simultaneously occur, reducing the number of video passes needed to obtain the final product.

Because the Operations Department plays a vital role in the success of ACCESS NETWORK, productivity and reliability are the department's highest priority.



■ Trevor Wilson, Camera Operator, Tito Margiotta, Operations Manager, and Frank French, Floor Manager, prepare lighting on the set.

■ John Miller, VTR Operator, dubbing programs for broadcast.

TECHNICAL SERVICES

Technical Services supports all areas of the Corporation, with significant emphasis on the Edmonton Operations Department. The department examines equipment, provides recommendations on procurement of equipment and is responsible for its installation and maintenance. It is also involved in special projects such as VSAT experimentation, and provides technical support for the Corporation's attendance at conventions.

The technical equipment used for monitoring and testing purposes is state of the art.

The quality and diversity of ACCESS NETWORK productions creates challenging opportunities for both Edmonton Operations and Technical Services crews.

■ Terry Tamura, Senior Technician, Neil Tegart, Manager, Technical Services, and Perry Konynenbelt, Technician, maintaining technical equipment.

COMMUNICATIONS

The Communications Department's objective is to create public awareness, throughout the province, of the unique learning opportunities available through the wide range of educational, cultural and informational multi-media services produced by ACCESS NETWORK. The department accomplishes this by creating, implementing and evaluating public relations, media relations, promotional and advertising plans.

During this reporting period two issues of *The ACCESS NETWORK Times* program schedule for televison and radio were distributed to general viewers and listeners in Alberta. The

ACCESS NETWORK Audio/Video Prospectus of School-Related Programming was again published and distributed to all educational institutions in the province in September, 1987. The first schedule of programs presented on ACCESS NETWORK's new *Night Owl Dubbing Service* was published and 10,000 copies were distributed to Alberta schools.

Communications provided promotional support for Program Sales by producing information pages for: *CANCER PREVENTION: NOW FOR THE GOOD NEWS; CANCER PREVENTION: AN EPIDEMIOLOGICAL APPROACH; LIFESTYLE CHOICES: YOUR HEALTH, BABY'S HEALTH; WORKERS AT RISK; TYPE IT UP!; DINOSAURS: THE AGELESS QUARRY*; and *ABOUT WOMEN*. Promotional activities were also completed for *LEARNING TO LIVE; EMERGENCY MEDICAL UPDATE: TRAUMA; BABY'S BEST CHANCE*; and *CARTOONING WITH YARDLEY JONES*.

The promotion of ACCESS NETWORK's "homework help" program for junior high school students, *HOMEWORK HOTLINE*, continued to be of prime importance. A Homework Hotline poster was distributed to every junior high school classroom in the province.

Program-specific advertising for the television service was placed in weekly newspaper television guides across Alberta. ACCESS NETWORK's distance educational opportunities, in the form of its telecourses, were promoted in further education council publications throughout the province, as well as in continuing education supplements.

The Communications Department attended six teachers' conventions during the reporting period, distributing a wide range of informational print material and program schedules.

■ Lynn Huck, Communications Officer, Norma-Jean Barr, Director, Communications, and Carol McKnight, Communications Officer, review corporate publications.

Promotional activities in support of ACCESS NETWORK's formal sector programs were completed for: *HARRIET'S MAGIC HATS IV; MAGIC RING III; ENCOUNTERS; WATER IN ALBERTA: THE LIVING FLOW; DRAMA REFERENCE*; and *GRAPHING MATHEMATICAL CONCEPTS*.

Promotional activities for CKUA AM•FM focused on the 60th Anniversary. The department was involved in the production of *A Sound For All Seasons* commemorative magazine and in organizing an open house for ACCESS NETWORK staff.

COPYRIGHT

ACCESS NETWORK programming incorporates music, literary, performance and artistic contributions from hundreds of different Albertan, Canadian and international creators. All of these proprietary works must be cleared for use through the Copyright Department. Securing licences to use copyrighted elements within ACCESS NETWORK productions, payment of royalites, and the administering of agreements with collectives, which includes the payment of residual fees to performers, writers and musicians, are also the responsibility of the department.

During this reporting period, the Copyright Department, in conjunction with Program Sales, revised and instituted a new system to handle all facets of program sales. Streamlining the process and making it more efficient has aided in identifying series with the greatest sales potential.

■ Linda Brown, Copyright Officer, and Cheryl Webber, Executive Secretary, Copyright.

■ John Domier, Creative Services Co-ordinator, Ray Fowler, and Barbara Armstrong, Graphic Artists, discuss the deadline for a new print project.

CREATIVE SERVICES

Creative Service's function within ACCESS NETWORK is to provide the various departments with support in the form of set design, graphic design, layout, paste-up, signage, typesetting, photography, and computer graphics for print and broadcast production areas.

Print projects that support programming, such as teacher's guides, student readings, marketing catalogues, television and radio schedule guides, information pages, posters, direct mail materials and advertisements, are produced from concept to finished artwork by our design staff.

Major print projects completed during this reporting period include the graphic design and artwork for *A Sound For All Seasons* CKUA radio's 60th Anniversary Magazine, *The ACCESS NETWORK Times* program schedules and *The Night Owl Dubbing Schedule*.

The department also produced a 63-page sketch book to accompany The ACCESS NETWORK's series, *CARTOONING WITH YARDLEY JONES*.

Creative Services was responsible for the set design, computer graphics and print graphic support for *BABY'S BEST CHANCE, EMERGENCY MEDICAL UPDATE* and *HOMEWORK HOTLINE*.

PUBLICATIONS

Print material in support of a broad range of educational projects is processed by the Publications Unit. During the reporting period, four videodisc manuals developed by the Educational Technology Unit were produced. These included: *LET YOUR FINGERS DO THE TALKING—DEAF AWARENESS; STERILE TECHNIQUES AT THE BEDSIDE; URINARY CATHETERIZATION* and *ENGLISH FOR LIFE AND WORK*.

A sketchbook, using illustrations drawn by Yardley himself, was produced to accompany the video series *CARTOONING WITH YARDLEY JONES*.

The Ukrainian-language version of *SHADOW PUPPETS: INDIAN MYTHS AND LEGENDS* is supported by transcripts published in Ukrainian. Other publications include: a utilization guide to *GRAPHING MATHMATICAL CONCEPTS*; a discussion guide for *LIFESTYLE CHOICES: YOUR HEALTH, BABY'S HEALTH*; and the tutor's handbook for *JOURNEYWORKERS: APPROACHES TO LITERACY EDUCATION FOR ADULTS*.

The Publications Unit was also responsible for the special edition magazine *A Sound For All Seasons*, celebrating the 60th anniversary of ACCESS NETWORK CKUA.

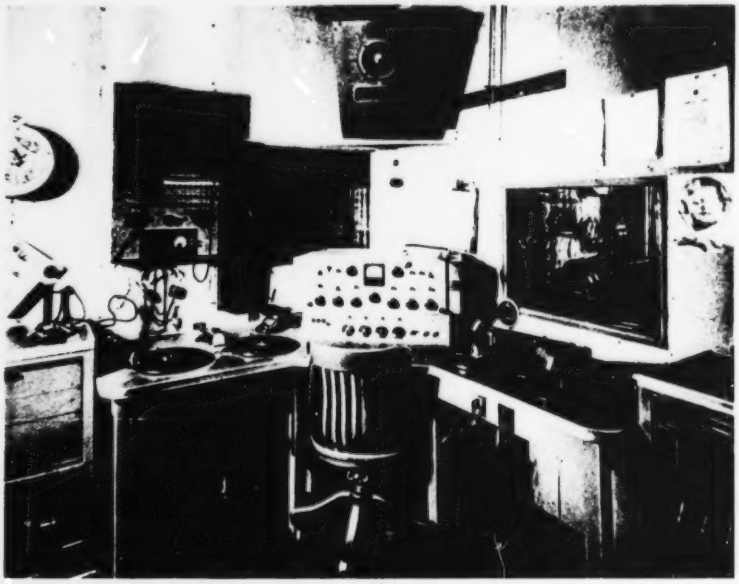
Eleven print-support items were reprinted during the reporting period.

ACCESS NETWORK CKUA AM•FM 60th ANNIVERSARY 1927-1987

ACCESS NETWORK CKUA AM•FM celebrated its 60th anniversary this year. CKUA was the first public broadcaster in Canada and continues to be the only provincially-funded educational radio network in Canada. For 60 years, CKUA has provided a unique service in response to the educational and cultural needs of the citizens of Alberta.

The radio service has expanded from a single AM transmitter in Edmonton to include 15 FM transmitters strategically located throughout the province. In June 1987, a new transmitter was turned on to serve the Banff/Canmore region. For the first time, CKUA could reach and co-operate with the Banff Centre for Continuing Education. Incorporated into the 1987 fall schedule, a new program, *THIS WEEK AT THE BANFF CENTRE*, covered the activities of this world-famous centre of learning.

The major effort undertaken for the 60th anniversary was the publication of a commemorative magazine, *A Sound For All Seasons*. The magazine was designed to tell the CKUA story and to be used as a



■ CKUA's main control room in 1939.

■ CKUA on-air Announcers/Producers, Bill Coull, Mary Lou Creechan, Cam Hayden, and Richard Moses.

promotional item for CKUA. Copies were distributed to all Alberta schools, various other institutions and to interested members of CKUA's listening audience. Special appreciation is expressed for the indispensable knowledge and effort of Joe McCallum—an early CKUA employee—and for the valuable guidance and effort of the late Jamie Smith who was committed to the project from beginning to end.

Various activities were developed to highlight CKUA's anniversary and contribution to the life of the province, including a day of nostalgia programming featuring a trip down memory lane with the broadcast of popular radio favourites for each decade CKUA has been on the air. Incorporated into the day was a two-hour special, produced by Brian Dunsmore, chronicling special events in the history of CKUA and the province which supports it.

CKUA staff hosted a tour of the facilities and noon luncheon for the ACCESS NETWORK Board of Directors, staff and special guests—which included the family of CKUA's founder, H.P. Brown. Well-known Hollywood director, Arthur Hiller, also paid a surprise visit to the station where he started his career acting in, and directing, radio drama. The tradition of quality radio drama continues on CKUA to this day, providing exposure and experience to Alberta writers and performers.

■ Carol Ann Murray, Librarian, chooses an album from CKUA's extensive library of more than 50,000 records.

The occasion of the 60th anniversary was marked by a commitment from the Corporation's Board Chairman and President to continue, and expand where possible, the unique and valuable service of CKUA.

Increasing costs associated with programming made it necessary for CKUA to launch a fund-raising campaign in 1987. The results were very encouraging, with $65,000 being contributed by listeners. Based on the experience of the first campaign, CKUA established two campaigns per year—one in March and one in September. Each would have a specific monetary target and be conducted for a maximum of ten days. In March, 1988, the goal of $50,000 was achieved in just seven days—a tribute to the listeners and the service CKUA provides.

The funding received made it possible to continue, and in some cases expand, informal programming. New programming introduced into the CKUA schedule for 1987-88 included:

- live broadcast of the Alberta Provincial budget speech in co-operation with ACCESS NETWORK.
- extensive special coverage of the Calgary Winter Olympics including twice-daily special live reports, extended weekend features and mini-documentary reports.
- *THE HIDDEN HANDICAP*—a series on learning disabilities.
- *DRUGS, FRIEND OR ENEMY*—a series on the use and abuse of drugs.
- *TRADE ASIA*—a series for businessmen engaged in commerce with Asian countries.
- *THIS WEEK AT BANFF CENTRE*—a series highlighting activities and cultural events at the Banff Centre for Continuing Education.

CKUA continues to produce formal education projects for broadcast and classroom use. The Alberta Education projects have been, for the most part, produced for classroom use in languages other than English. Programming produced and acquired for advanced education is an integral part of the CKUA broadcast schedule.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

PRIVATE SECTOR SHARES

FOR THE YEAR ENDED MARCH 31, 1988

(unaudited)

	1988		1987	
	$	%	$	%
Productions:				
Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services)	763,435	4.9	1,124,486	6.3
External Productions	148,590	1.0	252,470	1.4
Announcer, Performer, Musician and Copyright fees	424,168	2.7	600,912	3.4
Films, Tapes, and Record Purchases	375,255	2.4	566,026	3.2
Film Processing, Film Lab and Sound Lab Services	53,046	0.3	53,342	0.3
	1,764,494	11.3	2,597,236	14.6
Acquisitions	1,619,024	10.3	1,614,621	9.1
Broadcast Delivery	1,198,216	7.7	1,232,455	7.0
Information Services:				
External Printing	201,505	1.3	253,028	1.4
Advertising	141,900	0.9	139,005	0.8
	343,405	2.2	392,033	2.2
Agency and Professional Services	14,940	0.1	35,982	0.2
Building Rent, Janitorial and Security Services	1,408,568	9.0	1,427,735	8.0
Other General Expenses*	1,721,148	11.0	2,241,191	12.6
Total Private Sector	8,069,795	51.6	9,541,253	53.7
Total Non-Private Sector**	7,581,712	48.4	8,211,689	46.3
Total Corporate Expenses	$15,651,507	100.0	$17,752,942	100.0

*Telephones, Utilities, Office Supplies, etc.

**Largely made-up of Manpower Costs

AUDITOR'S REPORT

To the Directors of The Alberta Educational Communications Corporation and the Members of The Alberta Educational Communications Authority

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1988 and the statements of revenue, expense and operating equity, equity in fixed assets and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances, except as explained in the following paragraph.

The Corporation derives revenue from membership contributions the completeness of which is not susceptible of satisfactory audit verification. Accordingly, my verification of this revenue was limited to the amounts recorded in the records of the Corporation and I was not able to determine whether any adjustments might be necessary to membership contributions, excess (deficiency) of revenue over expense, assets and operating equity.

In my opinion, except for the effect of adjustments, if any, which I might have determined to be necessary had I been able to satisfy myself concerning the completeness of revenue from membership contributions as referred to in the preceding paragraph, these financial statements present fairly the financial position of the Corporation as at March 31, 1988 and the results of its operations and the changes in its financial position for the year then ended in accordance with the disclosed basis of accounting, considered appropriate in the circumstances, as described in Note 2 to the financial statements applied on a basis consistent with that of the preceding year.

Donald D. Salmon

Edmonton, Alberta
June 14, 1988

C.A.
Auditor General

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

BALANCE SHEET

MARCH 31, 1988

ASSETS	1988	1987
Current:		
Cash	$ 296,120	$ 429,945
Receivables (Note 3)	567,956	282,039
Inventories	57,553	78,628
Prepaid expenses	256,106	5,890
	1,177,735	796,502
Deferred program costs (Note 4)	1,658,200	1,699,022
Fixed assets (Note 5)	5,035,115	5,436,877
Long-term licences (Note 6)	133,646	142,105
	$8,004,696	$8,074,506
LIABILITIES AND EQUITY		
Current:		
Payables and accruals	$1,564,039	$1,591,158
Unexpended capital grants	299,165	619,101
Deferred revenue -	-	6,767
Advances on production (Note 7)	411,575	177,080
	2,274,779	2,394,106
Long-term payables (Note 4)	37,000	113,409
Equity:		
Operating		
In fixed assets	657,802	130,114
	5,035,115	5,436,877
	5,692,917	5,566,991
	$8,004,696	$8,074,506

The accompanying notes are part of these financial statements.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF REVENUE, EXPENSE, AND OPERATING EQUITY

FOR THE YEAR ENDED MARCH 31, 1988

	1988	1987
Revenue:		
Operating grant from the Province of Alberta	$14,613,000	$15,019,000
Direct costs recovered on production of programs	212,240	250,460
Revenue from program sales, video and audio dubbing (Note 9)	708,698	738,468
Interest on cash deposits	231,250	239,448
Membership contributions	188,390	-
Corporate underwriting	151,559	138,990
Other	74,058	83,159
	16,179,195	16,469,525
Expense:		
Development and production	7,516,887	8,571,274
Utilization and distribution	4,033,003	5,012,622
Program support	4,101,617	4,169,046
	$15,651,507	$17,752,942
Excess (deficiency) of revenue over expense	527,688	(1,283,417)
Operating equity at beginning of year	130,114	1,413,531
Operating equity at end of year	$ 657,802	$ 130,114

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF EQUITY IN FIXED ASSETS

FOR THE YEAR ENDED MARCH 31, 1988

	1988	1987
Equity in fixed assets at beginning of year	**$5,436,877**	$6,621,380
Add:		
Unexpended capital grants at beginning of year	**619,101**	265,931
Capital grant from the Province of Alberta received during year	**500,000**	1,300,000
Unexpended capital grants at end of year	**(299,165)**	(619,101)
Proceeds on sale of fixed assets	**9,441**	78,616
Total funds used to acquire fixed assets	**829,377**	1,025,446
Deduct:		
Depreciation and amortization of fixed assets	**1,201,508**	2,106,456
Disposal of fixed assets	**29,631**	103,493
	1,231,139	2,209,949
Equity in fixed assets at end of year	**$5,035,115**	$5,436,877

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF CHANGES IN FINANCIAL POSITION

FOR THE YEAR ENDED MARCH 31, 1988

	1988	1987
Operating activities:		
Excess (deficiency) of revenue over expense	$ 527,688	$(1,283,417)
Add (deduct) items not affecting cash:		
Amortization of long-term licences	30,338	98,279
Amortization of deferred program costs	1,436,750	1,281,769
Loss on disposal of long-term licences	-	95,317
Net changes in non-cash working capital balances relating to operations (Note 10)	(314,449)	210,637
Cash provided by operations	1,680,327	402,585
Investing Activities:		
Additions to deferred program costs	(1,395,928)	(1,412,259)
Additions to fixed assets	(829,377)	(1,025,446)
Additions to long-term licences	(21,879)	(86,485)
Capital grant from the Province of Alberta	500,000	1,300,000
Proceeds on sale of fixed assets	9,441	78,616
Proceeds on sale of long-term licences	-	50,000
Increase (decrease) in long-term payables	(76,409)	21,812
Cash applied to investing activities	(1,814,152)	(1,073,762)
Decrease in cash	133,825	671,177
Cash at beginning of year	429,945	1,101,122
Cash at end of year	$ 296,120	$ 429,945

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 1988

Note 1 Authority

The Alberta Educational Communications Corporation operates under the authority of The Alberta Educational Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980, as amended.

Note 2 Significant Accounting Policies

These financial statements have been prepared in accordance with generally accepted accounting principles except that depreciation and amortization of fixed assets are charged against equity in fixed assets.

Fixed Assets

Fixed assets are stated at cost less accumulated depreciation and amortization. An equivalent amount is reported as equity in fixed assets.

Depreciation is calculated using the straight-line method as follows:

	Years of Useful Life	Salvage Value as % of Cost
Buildings	30	-
Land improvements	10	-
Transmission equipment	10	5%
Studio and technical equipment	7	5%
Automotive	5	15%
Mobile equipment	7	5%
Furniture, fixtures and office equipment	7	5%

Leasehold improvements are amortized on the straight-line basis over the remaining term of the lease plus one renewal period.

Deferred Program Costs

Programs purchased from other agencies are recorded at cost less amortization calculated using diminishing annual rates as a percentage of cost over the period (to a maximum of four years) for which the right to use the program has been acquired.

Long-term Licences

The long-term licences are recorded at cost less accumulated amortization. Amortization is calculated using the straight-line method over a term of twenty years for the broadcast licence and five years for the computer software licences.

Inventories

Inventories consist of video and audio tapes and disks and are recorded at the lower of cost and net realizable value.

Program Productions

All direct costs of programs developed and produced by the Corporation are charged against operations in the year they are incurred as significant cost recoveries are not normally expected from these programs after the initial year of production and broadcasting.

Revenue from program sales, for the most part, and revenue from membership contributions are to be used in program production and acquisitions in the following year.

Membership contributions

Membership contributions are recorded on a cash basis.

Note 3 Receivables

	1988	1987
Trade	$529,051	$245,349
Accountable advances	2,480	4,310
Other	36,425	32,380
	$567,956	$282,039

Note 4 Deferred Program Costs and Liabilities

	1988	1987
Cost	$5,549,416	$4,153,488
Accumulated amortization	3,891,216	2,454,466
Net book value	$1,658,200	$1,699,022
Total liabilities relating to deferred program costs	$ 456,546	$ 452,581
Less portion due within one year	419,546	339,172
Long-term payables	$ 37,000	$ 113,409

The liabilities are pursuant to written agreements which provide for interest free payments over a maximum of two years. There are no specific security provisions.

Note 5 Fixed Assets

	1988			1987
	Cost	Accumulated Depreciation and Amortization	Net Book Value	Net Book Value
Buildings and land improvements	$ 301,997	$ 131,649	$ 170,348	$ 180,382
Transmission equipment	2,369,964	1,498,794	871,170	963,761
Studio and technical equipment	9,173,827	6,738,345	2,435,482	2,686,633
Automotive and mobile equipment	515,818	455,371	60,447	71,165
Furniture, fixtures, and office equipment	1,787,866	944,950	842,916	807,602
Leasehold improvements	1,878,997	1,224,245	654,752	727,334
	$16,028,469	$10,993,354	$5,035,115	$5,436,877

Note 6 Long-term Licences

	1988			1987
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Broadcast licence	$ 90,000	$ 39,000	$ 51,000	$ 55,500
Computer software licences	134,224	51,578	82,646	86,605
	$224,224	$90,578	$133,646	$142,105

Note 7 Advances on Production

Advances are received from educational institutions towards costs of future program production. Production costs relating to these programs are charged against the advances received.

Note 8 Commitments

The Corporation had a number of productions in progress at March 31, 1988. The costs for the completion of these productions in progress are estimated at $1,190,000 (1987 $894,000).

The Corporation is committed to aggregate rental payments of $5,474,000 under realty and equipment leases. Minimum annual rental payments during the next five fiscal years are as follows:

Year	Amount
1989	$1,213,000
1990	1,081,000
1991	1,067,000
1992	1,026,000
1993	910,000

In addition, the Corporation is committed to satellite transmission services during fiscal 1989 under an annually renewable lease of $1,100,000 per year.

The Corporation is a member of a consortium of entities formed to apply computer telecommunications, broadcast and related technologies to create a more innovative and effective approach to distance education services. The Corporation has committed to contribute services in kind totalling $100,000 per year for the next two years and $150,000 per year for the following three years to assist in establishing a Distant Learning Development Centre within Alberta.

Note 9 Revenue from Program Sales, Video and Audio Dubbing

Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta. Revenue from program sales during the fiscal year amounted to $161,456 (1987 $218,086).

Audio and video tape required for the dubbing of programs requested by various educational institutions in Alberta is provided by the Corporation at cost. The tape costs recovered during the year amounted to $220,060 (1987 $330,148).

Other sales revenue in the amount of $327,182 (1987 $190,234) is generated from dubbing services provided, and the distribution of computer diskettes, print materials, multi-media kits, and program brochures.

Note 10 Net Changes in Non-cash Working Capital Balances Relating to Operations

	1988	1987
Receivables	$(285,917)	$ 85,679
Inventories	21,075	53,025
Prepaid expenses	(250,216)	135,602
Payables and accruals	(27,119)	(102,788)
Deferred revenue	(6,767)	647
Advances on production	234,495	45,912
Production credits	-	(7,440)
	$(314,449)	$210,637

Note 11 Charitable Status

The Corporation has been approved by Revenue Canada as a registered charitable organization and may issue income tax receipts for membership contributions.

Note 12 Comparative Figures

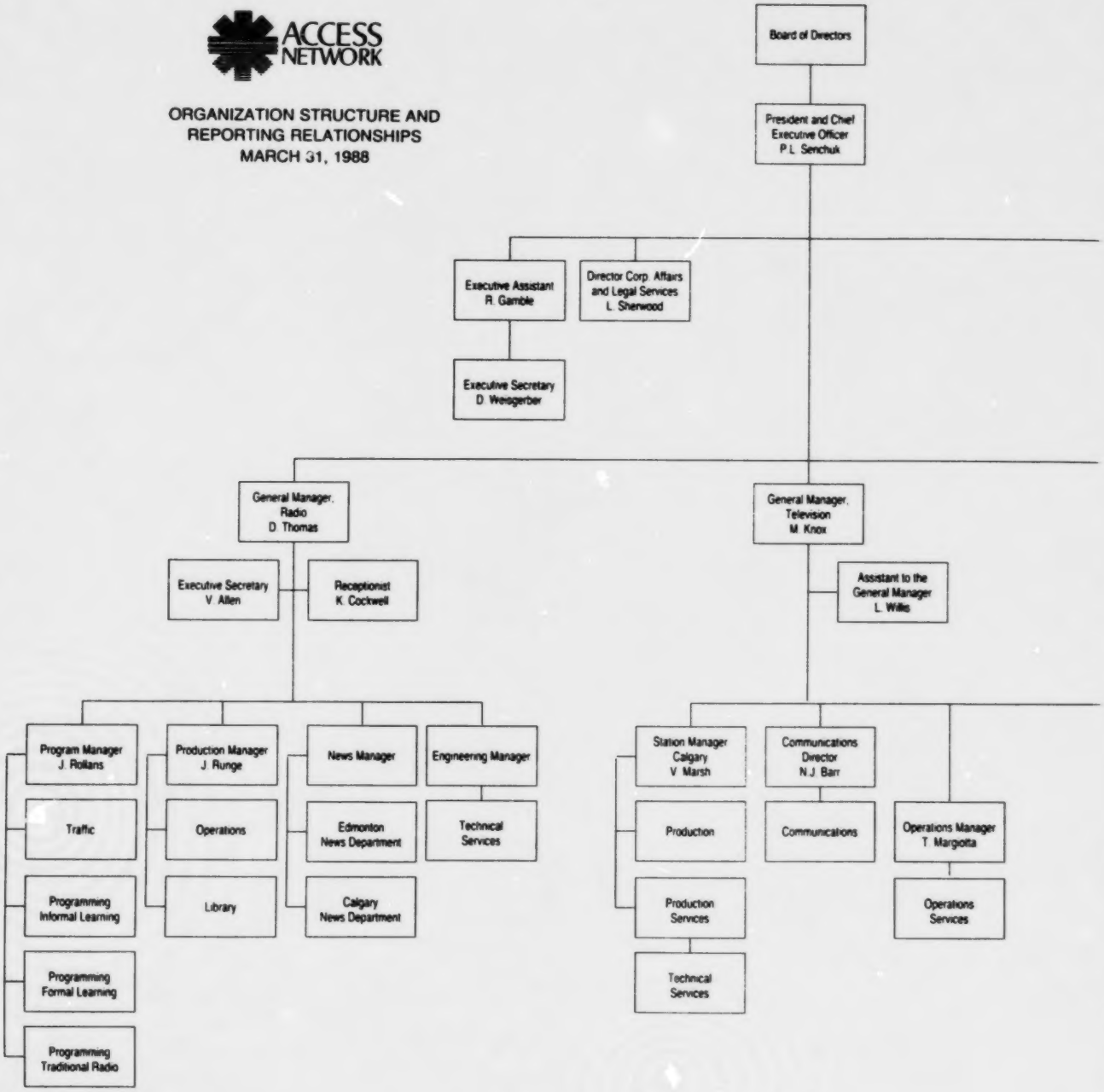
The 1987 figures have been reclassified where necessary to conform to 1988 presentation.

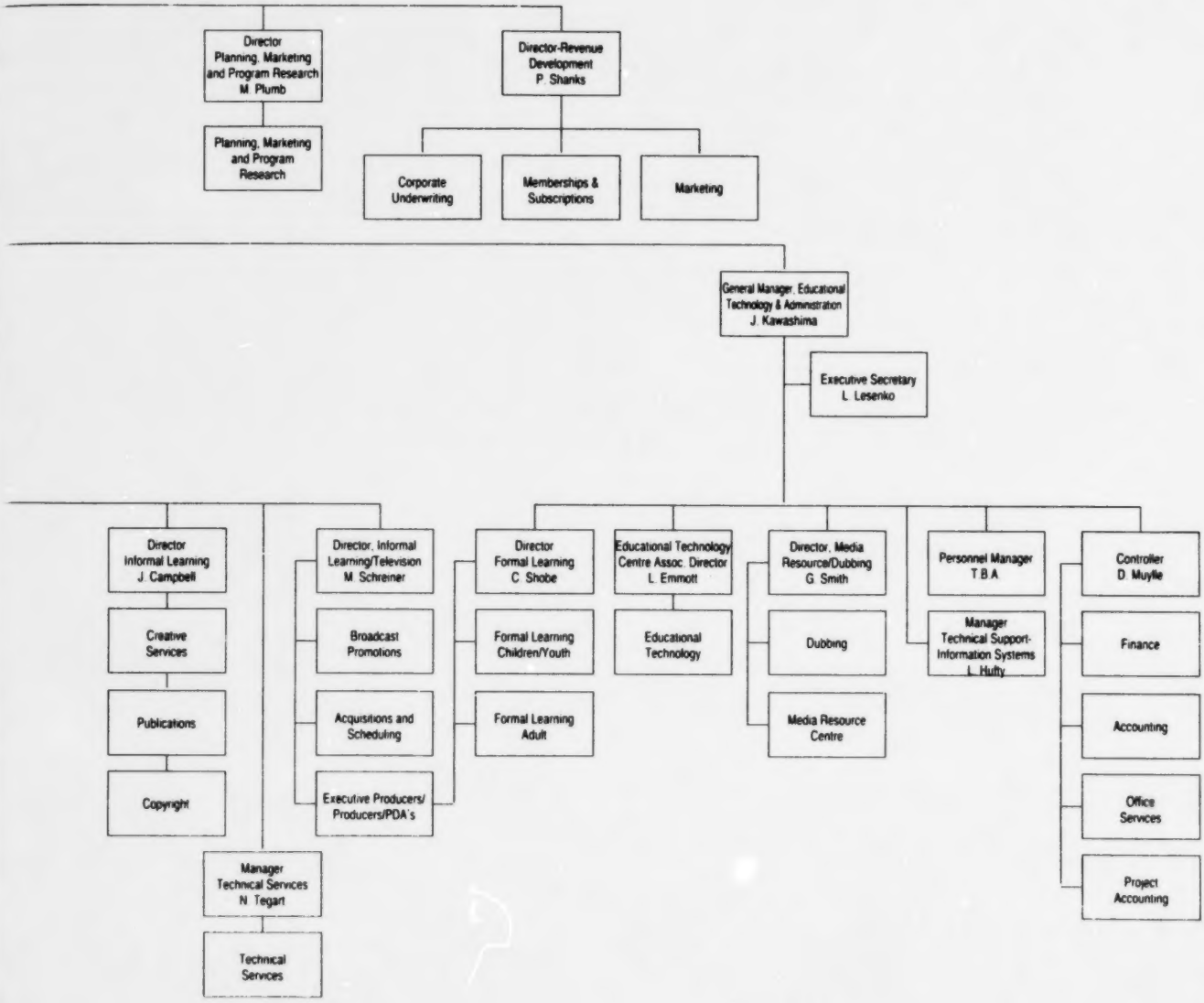
Note 13 Approval of Financial Statements

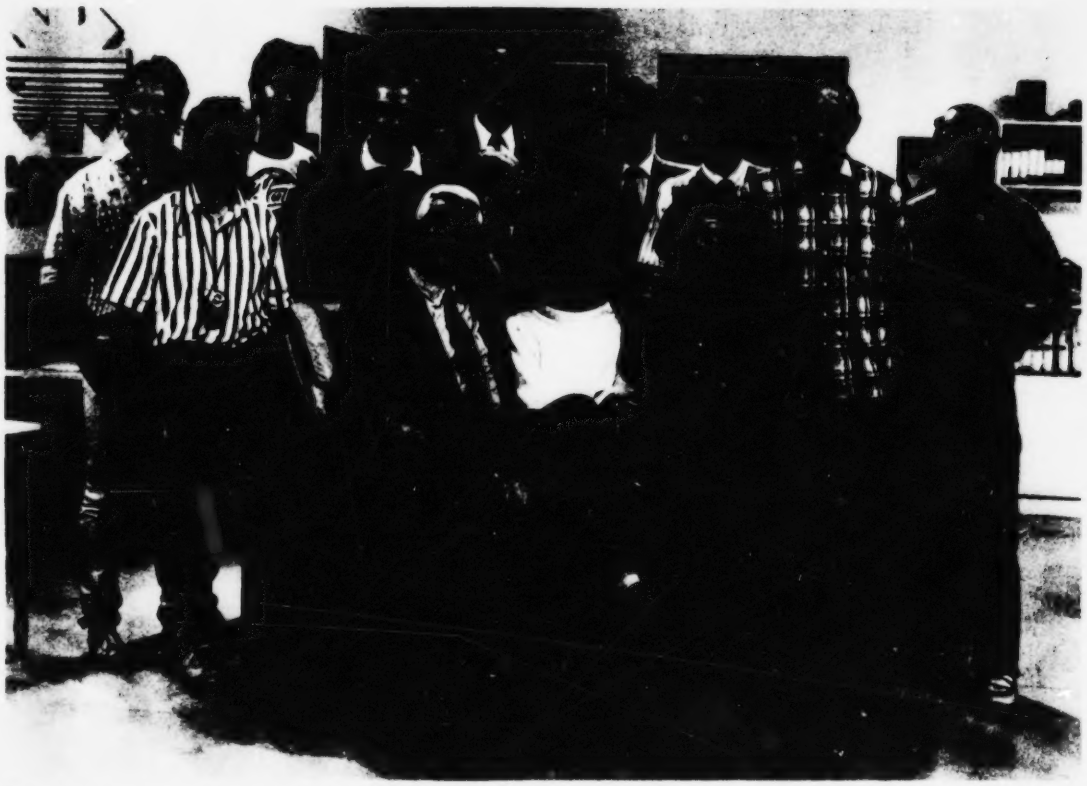
These financial statements were reviewed by management and the Audit Committee and recommended for approval by the Board.

ACCESS NETWORK

ORGANIZATION STRUCTURE AND REPORTING RELATIONSHIPS MARCH 31, 1988




Director
Planning, Marketing and Program Research
M. Plumb
Planning, Marketing and Program Research
Director-Revenue Development
P. Shanks
Corporate Underwriting
Memberships & Subscriptions
Marketing
General Manager, Educational Technology & Administration
J. Kawashima
Executive Secretary
L. Lesenko
Director
Informal Learning
J. Campbell
Creative Services
Publications
Copyright
Director, Informal Learning/Television
M. Schreiner
Broadcast Promotions
Acquisitions and Scheduling
Executive Producers/ Producers/PDA's
Director
Formal Learning
C. Shobe
Formal Learning Children/Youth
Formal Learning Adult
Educational Technology Centre Assoc. Director
L. Emmott
Educational Technology
Director, Media Resource/Dubbing
G. Smith
Dubbing
Media Resource Centre
Personnel Manager
T.B.A
Manager Technical Support-Information Systems
L. Hutty
Controller
D. Muylle
Finance
Accounting
Office Services
Project Accounting
Manager
Technical Services
N. Tegart
Technical Services



■ ACCESS NETWORK's first television membership campaign, November, 1987.

(Front) Leslie Nielsen (Host), Bernice Hinse (Camera Operator), Jenny Diment (Make-up Services)

(Centre) Trevor Wilson (Camera Operator), Frank French (Floor Manager), Bette Shipka (Chyron Operator), Ferdinand Dequina (Camera Operator), Jack Keech (Operations Supervisor - Post Production), Vic Krusell (Freelance Teleprompt), Andy Stanton (Technical Producer)

(Back) Glenn Wiun (Switcher), Nelson Klymochko (Audio Operator), Herb Ashley (Producer/Director), Ron Lazlock (Executive Producer).